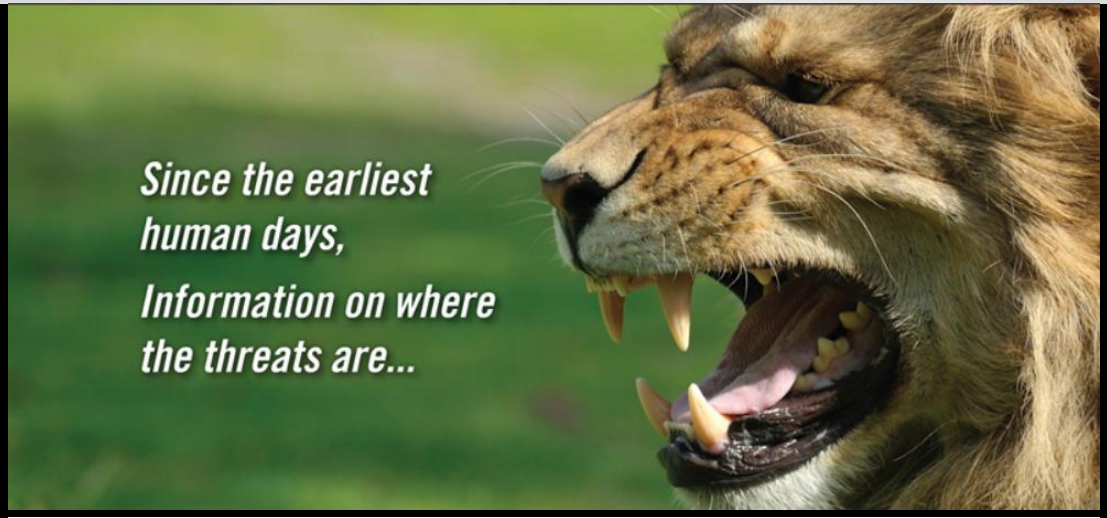
Geosemble

LA County Overview | November 2011

Geosemble Technologies Inc., 841 Apollo Street Suite 400 El Segundo CA 90245 www.geosemble.com

Why Geosemble ?



… has been critical to our success

Geography is a Basic Organizing Principle

What does Geosemble do?

Geosemble delivers deeper geographic knowledge and context - *quickly*

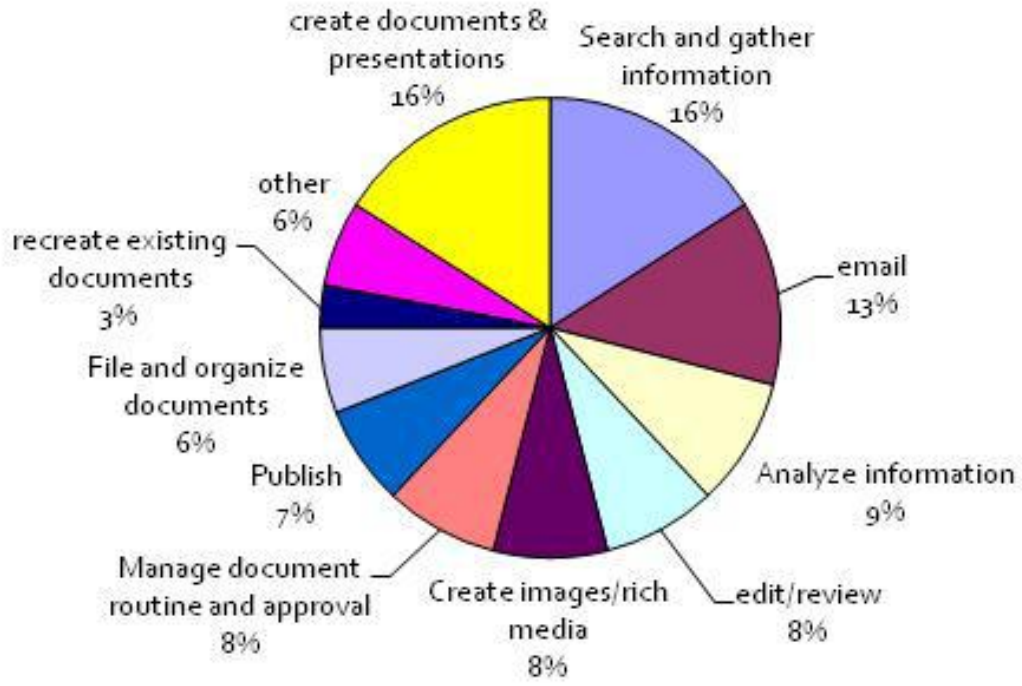
We help
Governments
Businesses
NGO's
Individuals

leverage opportunities and minimize threats geographically

The Amount of Information Available can be Overwhelming

A Significant Need to Improve Efficiency and Effectiveness

Breakdown of a Knowledge Worker's Time



Source: (Benghozi & Chamaret, 2009, according to IDC data)

Organizations experience Inefficiencies in opportunity and threat identification

Customers Say They Need Time Savings and Focused Filtering

- Information overload - Increase the focus and relevance of the information I'm interested in
  - Know what is going on in my geographic area of interest
  - Reduce the time I spend searching and browsing for information
- Alert me to relevant information when and where it happens in my geographic areas of interest
- Discover information without requiring keyword search
- Share my work with other people and analysis tools

Customers want to speed up collection and organization so they can do more analysis and decision making

Los Angeles County Strategic Planning Select Highlights

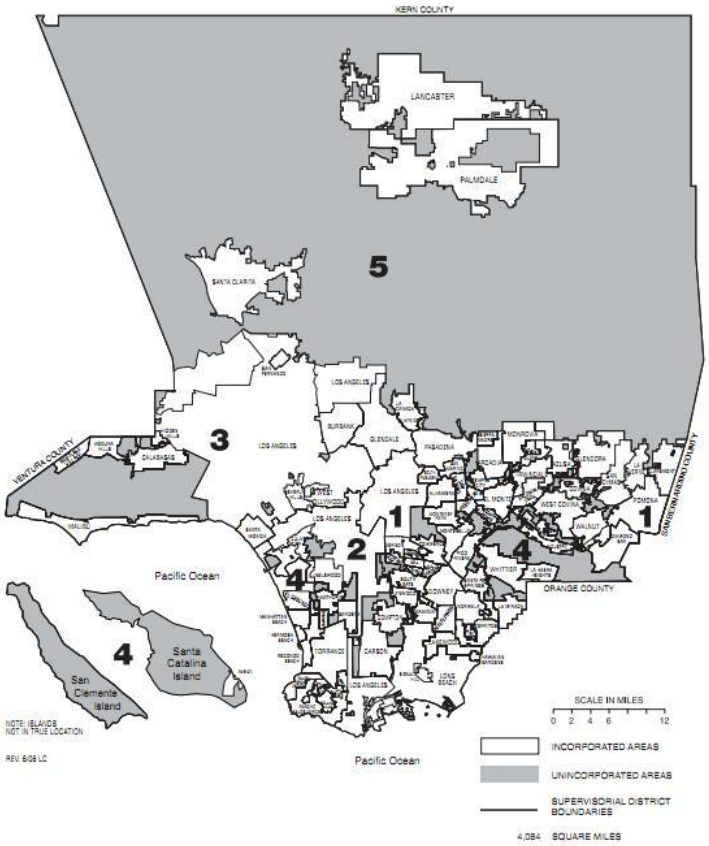
- LA County Strategic Plan
  - Operational Effectiveness
    - Communications - Media Relations and Social Media
  - Public Safety
    - Disaster Planning
    - Communications Interoperability
    - Crime Prevention
- LA County Strategic Plan for Economic Dev.
  - Create a Business Friendly Environment
    - Environment to create and retain good quality jobs
    - Retain and expand the existing job base while pro-actively attracting new businesses, industries, jobs and investment.

Los Angeles County Enterprise GIS Strategic Planning Selected Highlights

- …
- Cultivate the Advanced / Analytical Use of GIS..
- Support and Delivery of GIS Products & Services.
- Assist agencies to integrate spatial technology into their business processes and applications.
- Support Emergency Planning, Response, and Recovery.

Cities in Los Angeles County

Map of The County of Los Angeles



The 88 Cities in the County of Los Angeles

City Name	Supervisorial District	City Name	Supervisorial District
Agoura Hills	3	La Verne	5
Alhambra	5	Lawndale	2
Arcadia	5	Lomita	4
Artesia	4	Long Beach	4
Avalon	4	Los Angeles	1-5
Azusa	1	Lynwood	2
Baldwin Park	1	Malibu	3
Bell	1	Manhattan Beach	4
Bell Gardens	1	Maywood	1
Bellflower	4	Monrovia	5
Beverly Hills	3	Montebello	1
Bradbury	5	Monterey Park	1
Burbank	5	Norwalk	4
Calabasas	3	Palmdale	5
Carson	2	Palos Verdes Estates	4
Cerritos	4	Paramount	4
Claremont	5	Pasadena	5
Commerce	1	Pico Rivera	1
Compton	2	Pomona	1
Covina	5	Rancho Palos Verdes	4
Cudahy	1	Redondo Beach	4
Culver City	2	Rolling Hills	4
Diamond Bar	4	Rolling Hills Estates	4
Downey	4	Rosemead	1
Duarte	5	San Dimas	5
El Monte	1	San Fernando	3
El Segundo	4	San Gabriel	5
Gardena	2	San Marino	5
Glendale	5	Santa Clarita	5
Glendora	5	Santa Fe Springs	1
Hawaiian Gardens	4	Santa Monica	3
Hawthorne	2	Sierra Madre	5
Hermosa Beach	4	Signal Hill	4
Hidden Hills	3	South El Monte	1
Huntington Park	1	South Gate	1
Industry	1	South Pasadena	5
Inglewood	2	Temple City	5
Irwindale	1	Torrance	4
La Canada-Flintridge	5	Vernon	1
La Habra Heights	4	Walnut	1
Lakewood	4	West Covina	5
La Mirada	4	West Hollywood	3
Lancaster	5	Westlake Village	3
La Puente	1	Whittier	4

Geographically Filtered and Organized Content helps LA County and its many Cities

- How can each City within LA County
  - Keep up to date with all the news, blogs, Tweets, Facebook and YouTube postings about places in their City ?
  - Understand the economic condition of the businesses within their City ?
- How can LA County officials ensure that they are
  - Communicating effectively with Media Relations and Social Media ?
  - Protecting the Public by including situational awareness of open sources information ?

Organizing and Filtering online information provides early knowledge to act quickly

Geosemble Addresses Productivity

What do we know about this place?

From internal databases?

…From open sources?

How can I get this information quickly?

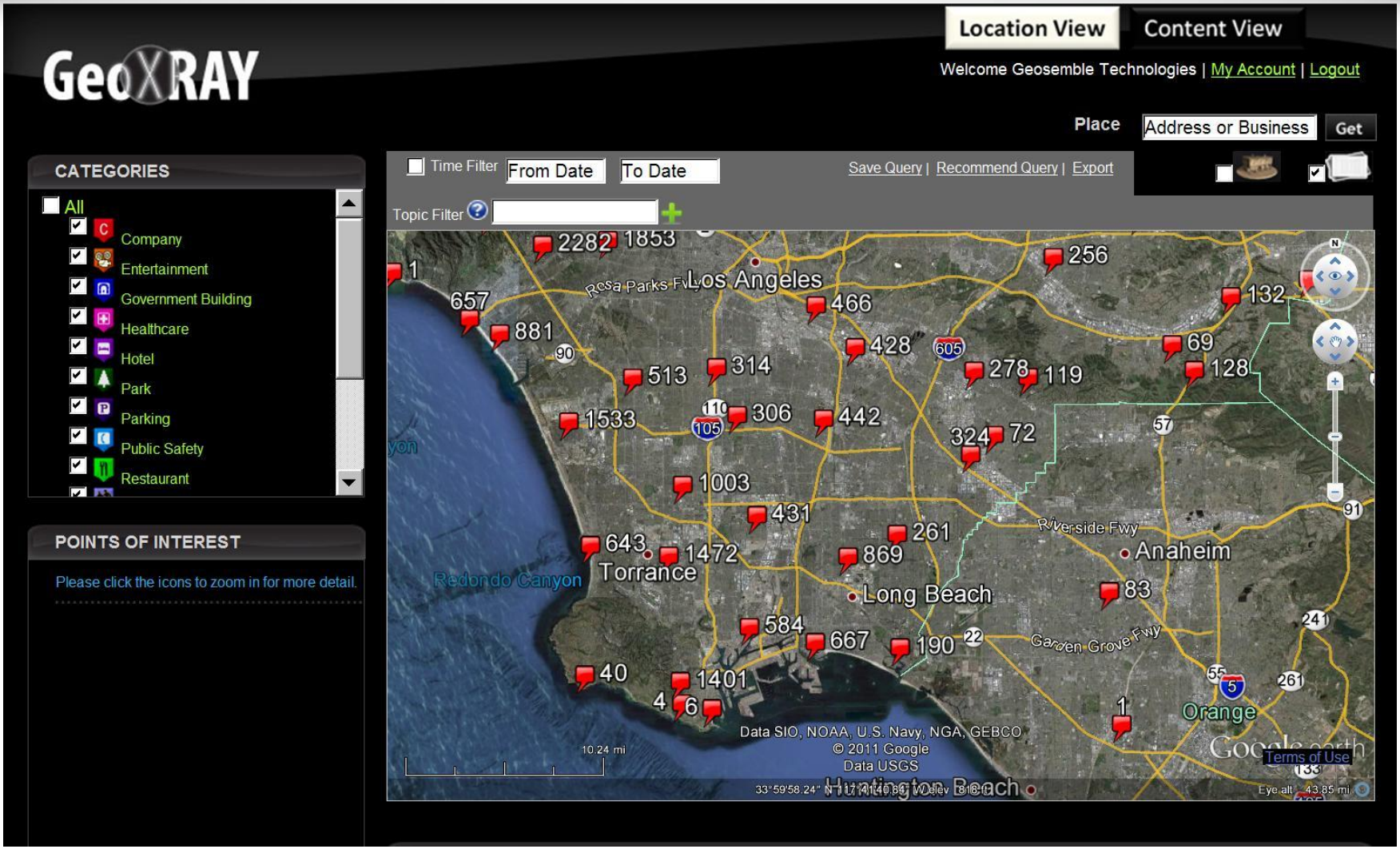
It's very time consuming to manually find and accurately relate information about places from multiple sources

Geosemble Automatically Links Content to Places with the GeoXray Product

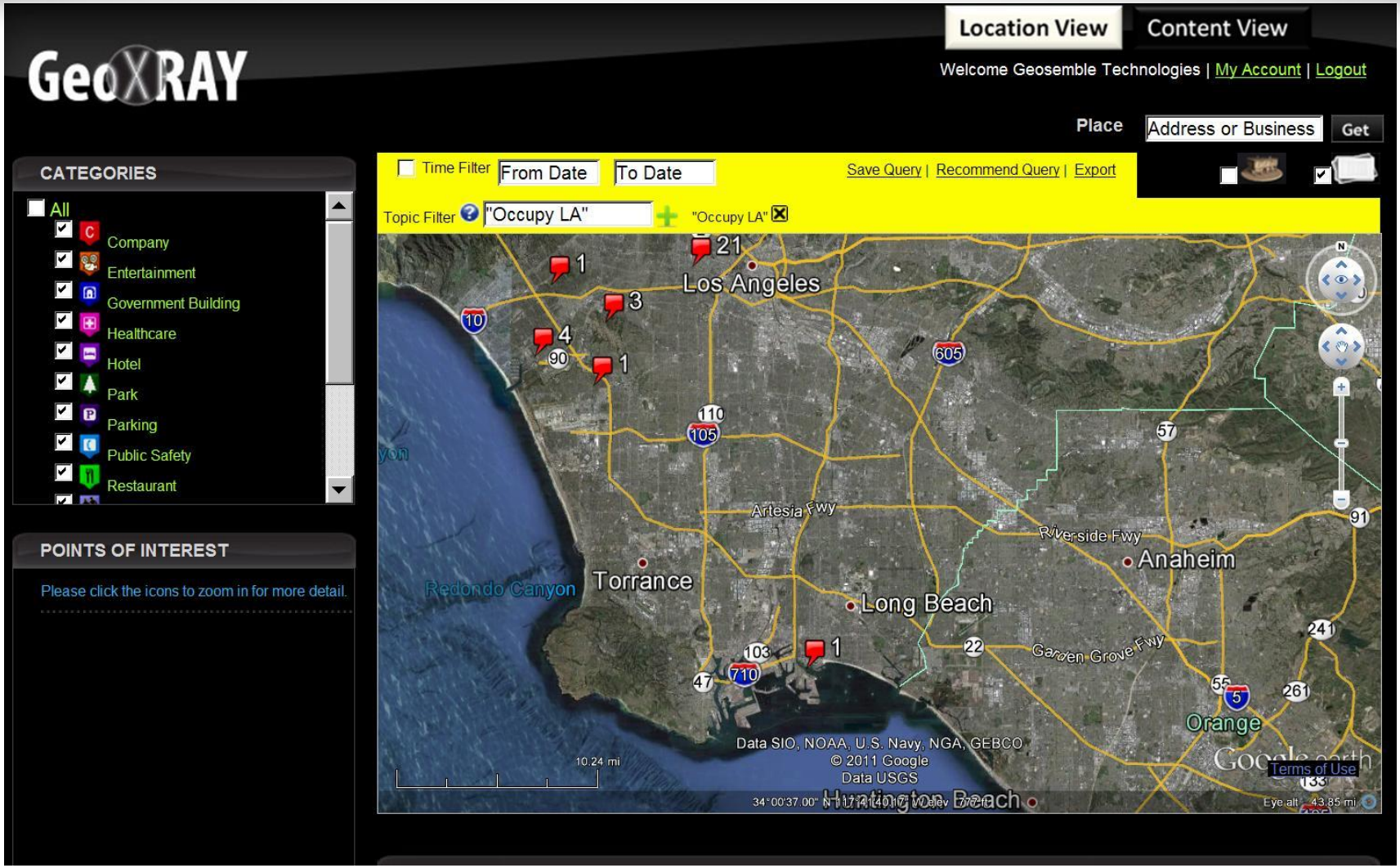
GeoXray automatically links content to geography for faster, better decision making

GeoXray Demonstration

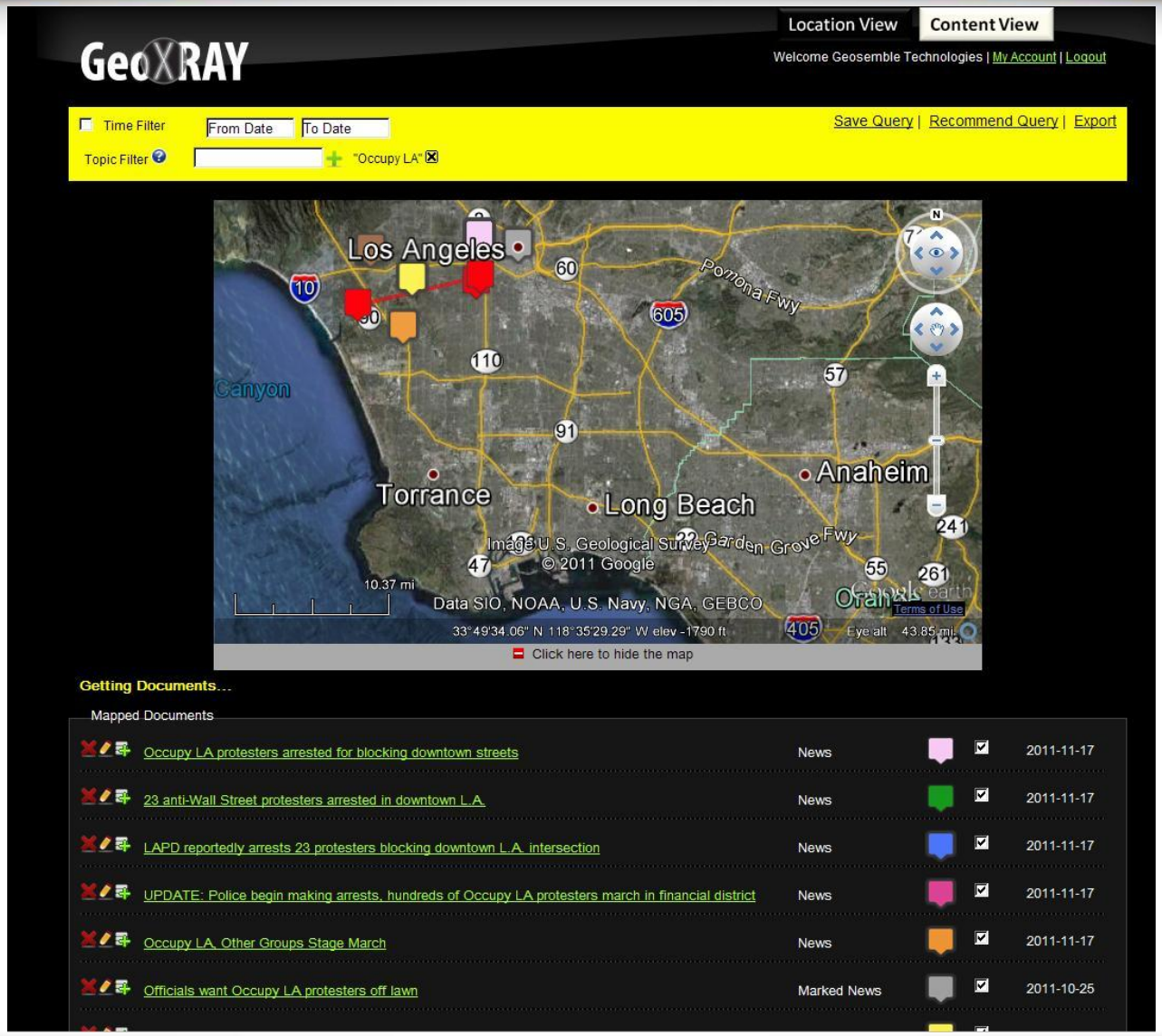
Geo-Clusters of Content in LA County



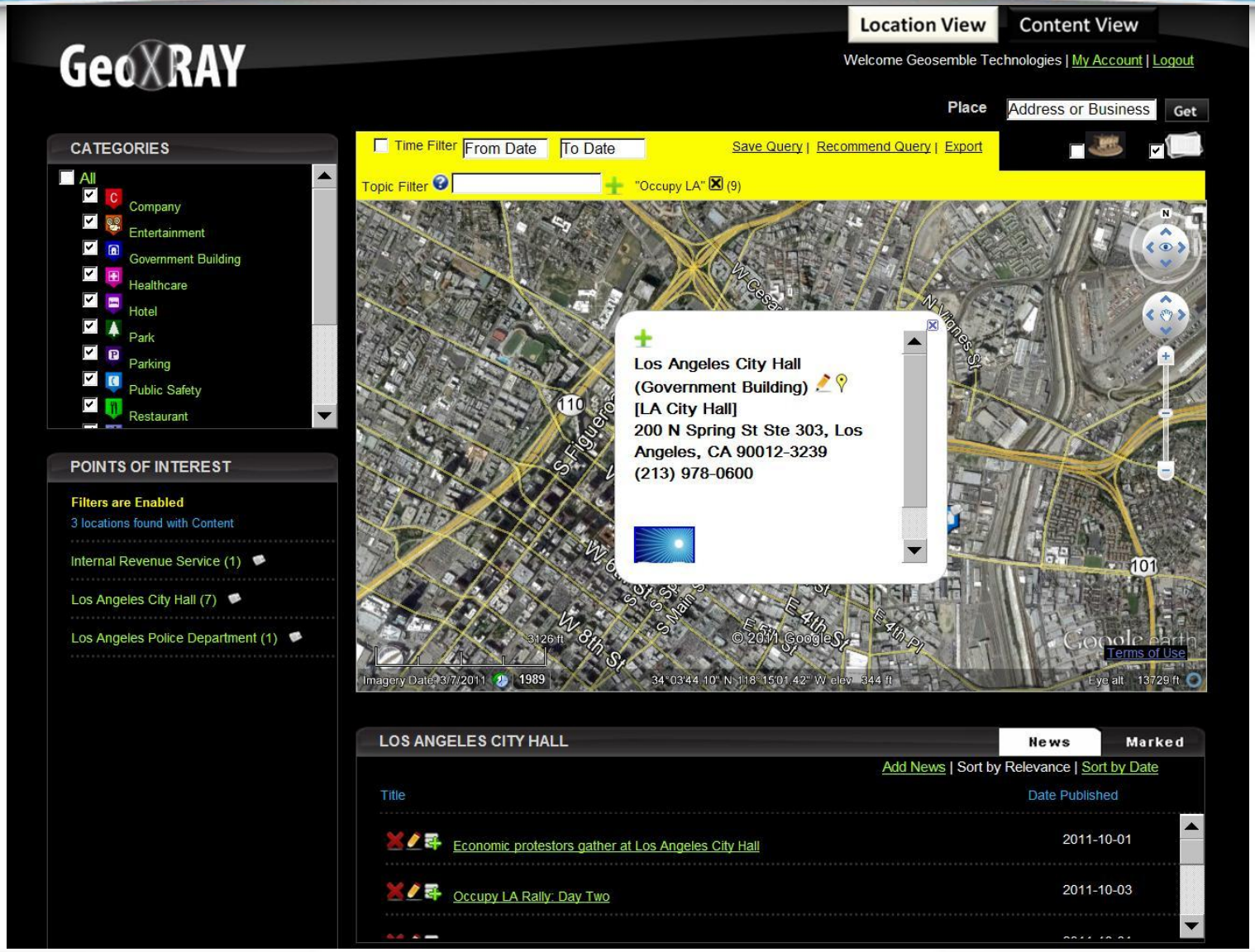
Geo-Clusters of Content about Occupy LA



Viewing Content about Occupy LA and automatically mapping it provides situational awareness



Occupy La and LA City Hall



LA Times Article: Occupy LA at City Hall

GeoXRAY

Location View | Content View

Welcome Geosemble Technologies | My Account | Logout

Place: Address or Business — Get

d Query | Export

L.A. NOW

SOUTHERN CALIFORNIA -- THIS JUST IN

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Economic protesters gather at Los Angeles City Hall

October 1, 2011 | 1:57 pm

+1 0 | Comments 23 | Tweet 64 | Recommend 314

Several hundred people marched on Los Angeles City Hall on Saturday to protest the nation's economic climate and encourage political involvement.

The event was organized by a group called Occupy LA, which models itself after the "leaderless resistance movement" Occupy Wall Street. The New York group has been holding a sit-in near Manhattan's financial district.

The Los Angeles protesters met in Pershing Square Saturday morning before walking to City Hall, momentarily causing minor traffic delays along Broadway. The event has drawn honks from passing motorists and no arrests.

ALSO:

Geezer Bandit may, or may not, have struck La Jolla bank

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Los Angeles Times ORDER TODAY

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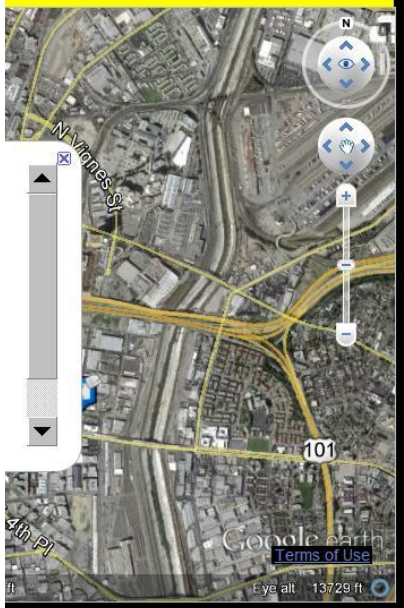
In Case You Missed It...

Occupy L.A. receives offer to decamp

Fox News viewers less informed, poll shows



News | Marked

Add News | Sort by Relevance | Sort by Date

Date Published

2011-10-01

2011-10-03

Alert the Public Information Officer for the City of Long Beach if the Occupy LA protests have a shooting incident

GeoXRAY Create Alert

Alert Name: Occupy LA monitor for Long Beach

Topic Filter: "Occupy LA" AND protest* AND shoot*

Comment: alert if information profile indicates anger is escalating

Area of Interest: ◉ Current Map View

○ State CA City Long Beach

Create Alert | Cancel

GeoXray alerts for each City in La County provides focused information for more effective government.

Learn More about how GeoXray can help your organization be more effective

- GeoXray as an online service for the Cities of LA County is available now
- Let GeoXray help you reach your strategic goals for effective government
- Contact us at:

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